

Amendments to the Claims

Please amend claims 1, 7, 8, 9, 18 and add new claim 26 as indicated below. All claims are listed below. This listing of claims will replace all prior versions, and listings, of claims in the application:

1 1. (Currently Amended) A method for a handheld device to facilitate
2 interaction with a viewing device receiving a broadcast, comprising:
3 indicating with the handheld device interest in obtaining a content catalog
4 identifying content associated with the broadcast in a first data format incompatible with
5 the handheld device provided by a content provider;
6 receiving the content catalog from a formatting agent;
7 selecting content in the content catalog having the first data format; and
8 receiving said selected content from the formatting agent in a second data format
9 compatible with the handheld device.

10 2. (Original) The method of claim 1, wherein the handheld device
11 comprises a wireless coupling to the formatting agent.

12 3. (Original) The method of claim 1, wherein the content catalog content
13 corresponds at least in part to broadcasts available for receipt by the viewing device.

14 4. (Original) The method of claim 1, further comprising:
15 broadcasting the broadcast to the viewing device over a communication channel;
16 determining broadcast-related data for the broadcast; and

1 making said broadcast-related data available to a content initiator so that the
2 content initiator associates said broadcast related data with the content catalog.

3 5. (Original) The method of claim 4, further comprising:
4 providing, by a broadcaster, said broadcast-related data to a content provider so
5 that the content provider makes said broadcast-related data available to the content
6 initiator.

7 6. (Previously Presented) The method of claim 1, wherein the first data
8 format is incompatible with the handheld device, the method further comprising:
9 retrieving said selected content from the content provider; and
10 converting by the formatting agent of the first data format into the second data
11 format.

12 7. (Currently Amended) A method for a handheld device to facilitate
13 interaction with a viewing device receiving a broadcast, comprising:
14 indicating with the handheld device interest in obtaining a content catalog
15 identifying content in a first data format provided by a content provider;
16 receiving the content catalog from a formatting agent;
17 selecting content in the content catalog having the first data format;
18 receiving said selected content from the formatting agent in a second data format
19 compatible with the handheld device;

20 ~~The method of claim 1, further comprising:~~

retrieving by the formatting agent of said selected content from the content
provider;
determining the first data format is incompatible with the handheld device; and
converting said selected content into said compatible second data format.

8. (Currently Amended) A method for a handheld device to facilitate
interaction with a viewing device receiving a broadcast, comprising:
indicating with the handheld device interest in obtaining a content catalog
identifying content in a first data format provided by a content provider;
receiving the content catalog from a formatting agent;
selecting content in the content catalog having the first data format;
receiving said selected content from the formatting agent in a second data format
compatible with the handheld device;

~~The method of claim 1,~~ wherein said converting comprises: to the second data
format comprises:

determining characteristics of the handheld device;
identifying a portion of said selected content that is incompatible with the
handheld device; and
wherein said receiving said selected content from in the second data format
includes converting said incompatible portion into a compatible portion based on said
determined characteristics.

9. (Currently Amended) The method of claim 8 [7], wherein said
incompatible portion comprises an Internet communication protocol.

1 10. (Previously Presented) The method of claim 1, wherein the content
2 catalog comprises selected ones of: links to content provider content, and embedded
3 content provider content.

4 11. (Original) An apparatus, comprising a machine accessible medium
5 having instructions encoded therein, which when executed by the machine, are capable
6 of directing the machine to perform the operations of claim 1.

7 12. (Original) The apparatus of claim 11, wherein said instructions include
8 further instructions capable of directing the machine to perform the operations of claim
9 4.

10 13. (Original) The apparatus of claim 12, wherein said instructions include
11 further instructions capable of directing the machine to perform the operations of claim
12 5.

13 14. (Original) The apparatus of claim 11, wherein said instructions include
14 further instructions capable of directing the machine to perform the operations of claim
15 6.

16 15. (Original) The apparatus of claim 11, wherein said instructions include
17 further instructions capable of directing the machine to perform the operations of claim
18 7.

1 16. (Previously Presented) The apparatus of claim 11, wherein said
2 instructions include further instructions capable of directing the machine to perform the
3 operations of claim 8.

4 17. (Original) The apparatus of claim 15, wherein said instructions include
5 further instructions capable of directing the machine to perform the operations of claim
6 7.

7 18. (Currently Amended) A system to facilitate interaction with a viewing
8 device receiving a broadcast, comprising:

9 a first machine at a first location having disposed therein a content formatting
10 server, and a handheld device communicatively coupled to the content formatting
11 server;

12 a first memory accessible by the handheld device having first instructions stored
13 therein, which when executed by the handheld device, direct the handheld device to
14 monitor a user interface for a trigger event, and responsive thereto, to request a catalog
15 associated with the broadcast from the content formatting server;

16 a second machine at a second location, different from said first location, having
17 disposed therein a content initiator communicatively coupled to the content formatting
18 server; and

19 a second memory accessible by the content formatting server having second
20 instructions stored therein, which when executed by the formatting server, direct the
21 content formatting server to retrieve the catalog from the content initiator in a first data

1 format incompatible with the handheld device, and provide the catalog to the handheld
2 device in a second format compatible with the handheld device.

3 19. (Original) The system of claim 18, wherein the first data format is the
4 same as the second format.

5 20. (Original) The system of claim 18, wherein said second instructions
6 include further instructions for converting the first data format into the second data
7 format.

8 21. (Original) The system of claim 18, further comprising:
9 a content provider communicatively coupled to the formatting server;
10 wherein said first instructions include further instructions, which when executed
11 by the handheld device, direct the handheld device to retrieve content from the content
12 provider.

13 22. (Original) The system of claim 21, wherein said instructions include
14 further instructions, which when executed by the handheld device, direct the handheld
15 device to:
16 display the catalog on the handheld device;
17 receive a selection of a catalog entry corresponding to content provided by a
18 content provider; and
19 retrieve said content from the content provider.

1 23. (Original) The method of claim 1, wherein the content identified in the
2 content catalog changes in accord with changes of material present in the broadcast.

3 24. (Original) A method for a handheld device to facilitate interaction with a
4 viewing device receiving a broadcast, comprising:

5 indicating with the handheld device interest in obtaining a content catalog
6 containing at least one transitory selectable item associated with the broadcast, wherein
7 the transitory selectable item comprises content having a first data format incompatible
8 with the handheld device;

9 receiving the content catalog from a formatting agent;

10 selecting content in the content catalog having the first data format; and

11 receiving said selected content from the formatting agent in a second data format
12 compatible with the handheld device.

13 25. (Original) The method of claim 24, wherein the formatting agent is
14 disposed within the viewing device.

15 26. (New) A method for a handheld device to facilitate interaction with a
16 viewing device receiving a broadcast, comprising:

17 broadcasting the broadcast to the viewing device;

18 maintaining a content catalog having content changing based at least in part on
19 what is broadcast to the viewing device;

1 receiving and indication from the handheld device of interest in obtaining the
2 content catalog identifying content in a first data format provided by a content provider;
3 and
4 sending the content catalog to a formatting agent configured to convert the
5 content catalog into a second data format compatible with the handheld device.